ORDER

Orders	Order / Rev:	108083		
	Alt Order #:	06866070		
	Product Desc:	HELLER FOR SEN ADD		HD
	Estimate:			KSNV
	Flight Dates:	10/31/12 - 11/06/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/22/12 / 10/22/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.	<u></u>	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Totals

Month

Totals

November 2012

Spots

11

11

Gross Amount

\$8,400.00

\$8,400.00

Net Amount

\$7,140.00

\$7,140.00

Rating

0.00

0.00

Account Executives

End Date

11/05/12

Bill Plan

Start Date

10/29/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

\$8,400.00

Net Amount

\$7,140.00

Spots Gross Amount

11

Order Share	Share	Total
KSNV	25%	\$8,400.00
Market	100%	\$33,600,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$8,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$8,400.00
KTUD	1%	\$336.00
KVVU	20%	\$6,720.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$1,344.00

L	n Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1 KSNV	11/01/12	11/01/12	M-F 5-6a WakeUp w	/Wa G M	5-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
				M-F 5-6a WakeUp w	/Wagners								
	NW3 A	T SUNRISE											
	Sta	art Date I	End Date	Weekdays Sp	oots/Week	Rate	Rating						
	Week: 10	/29/12	11/04/12	T	1	\$300.00	0.00						

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Order / Rev: 108083 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06866070 Product Desc: HELLER FOR SEN ADD KSNV

Flight Dates: 10/31/12 - 11/06/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	11/01/1	2 11/01/12	M-F 5-6a WakeUp	-	5-6a	T	:30	1	\$300.002	0.00 NM	1	\$300.00
M-F 5-6a WakeUp w/Wagners NW3 AT SUNRISE												
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/29/12	11/04/12	T	1	\$300.00	0.00						
E 2 KSNV	10/31/1	2 10/31/12	Today Show	CM	658a-9am	W	:30	1	\$900.001	0.00 NM	1	\$900.00
TODAY	SHOW		Today Show									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	W	1	\$900.00	0.00						
E 3 KSNV	11/01/1	2 11/01/12	Today Show Today Show	CM	658a-9am	T	:30	1	\$900.001	0.00 NM	1	\$900.00
TODAY	SHOW		roday onow									
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 10/ E 4 KSNV		11/04/12	Today Show	CM	\$900.00 658a-9am	0.00 F	:30	1	\$900.001	0.00 NM	1	\$900.00
L 4 NOIV	11/02/1	2 11/02/12	Today Show	Civi	030a-3am	1	.50	•	ψ900.00 1	O.OO INIVI	'	ψ900.00
TODAY												
Sta Week: 10/	rt Date /29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$900.00	Rating 0.00						
E 5 KSNV			Days of our Lives	CM	1258p-2pm	W	:30	1	\$425.00 1	0.00 NM	1	\$425.00
			Days of our Lives									
	OF LIVES		Wookdovo	Spoto/Mook	Poto	Poting						
Week: 10/	rt Date /29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$425.00	Rating 0.00						
E 6 KSNV	11/01/1	2 11/01/12	Days of our Lives	CM	1258p-2pm	T	:30	1	\$425.001	0.00 NM	1	\$425.00
DAVE	OF LIVES	•	Days of our Lives									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/29/12	11/04/12	T	1	\$425.00	0.00						
E 7 KSNV	11/02/1	2 11/02/12	Days of our Lives	CM	1258p-2pm	F	:30	1	\$425.001	0.00 NM	1	\$425.00
DAYS (OF LIVES	;	Days of our Lives									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	F	1	\$425.00	0.00			* 405.00.4	0.00.1114		# 405.00
E 8 KSNV	11/05/1	2 11/05/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M	:30	1	\$425.00 1	0.00 NM	1	\$425.00
DAYS (OF LIVES	3	24,00.00.2.00									
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 11/ E 9 KSNV		11/11/12 2 11/02/12		CM	\$425.00 7-730pm	0.00 F	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
L 5 NOIV	11/02/1	2 11/02/12	M-F Wheel of For		7 700pm	1	.00	•	ψ1,000.001	0.00 14101		ψ1,000.00
	-FORTU			0 . 00 .	5.	5.0						
Sta Week: 10/	rt Date /29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,300.00	Rating 0.00						
			M-F News 3 at Ele		11pm-1135p		:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
			M-F News 3 at El	even								
	₋-FORTU art Date	NE End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	W	1	\$1,200.00	0.00						
E11 KSNV	11/02/1	2 11/02/12	M-F News 3 at Ele		11pm-1135p	mF	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
\/\HEEI	-FORTU	NE	M-F News 3 at El	even								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	F		\$1,200.00	0.00						
										Totals	11	\$8,400,00